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example, ferrite and the bonding strength of the rubber as a binder is relatively low, it often occurs that under the influence of a considerable change in temperature to which the magnetized encoder 106 is repeatedly subjected, the initial magnetic characteristic can not be sustained, at a satisfactory level.

**First paragraph under Summary of the Invention at the bottom of page 2
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(Amended) In order to accomplish these objects of the present invention, there is provided a wheel bearing assembly which includes an inner member, an outer member, at least one circumferential row of rolling elements rollingly interposed between the inner and outer members, a sealing device for sealing an annular end space defined between the inner and outer members, and a magnetized encoder mounted on one of the inner and outer members which serves as a rotary member. The magnetized encoder in turn includes an elastic member made of a base material mixed with a powder of magnetic material. The elastic member is bonded by vulcanization to the magnetized encoder and has a series of alternating magnetic poles of opposite polarities formed in a direction circumferentially of the rotary member. Under a thermal endurance test condition in which the magnetized encoder is subjected to 1,000 thermal cycles each consisting of heating at 120°C for one hour followed by cooling at -40°C for one hour, the magnetized